



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

American Rambler Productions
138 Conant Street
Beverly, MA 01915

Contract # 3392223

Schedule Dates

10/31/12-11/06/12

Advertiser

Mitt Romney for President (5341)

Agency

American Rambler Productions (5998)

Product

Political - Federal Candidate (1067)

Brand

372 (140722)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

KINCAID, STEPHANIE

Phone/Fax

/

CPE

372

Date Entered

10/29/12

Last Modified

10/29/12

Entered By

Jill Hipskind

CO-OP

No

Headline

06399284

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$13,263.75

Net Total

\$75,161.25

Sales Tax

Account Types

National/Political

Billing Type

Standard

Comments

ROMNEY FOR PRESIDENT

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Charlotte (WSOC)

Spots

Rate

By Broadcast Month
Nov. 2012

97

\$88,425.00

Grand Total:

97

\$88,425.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/05/12-11/06/12	4	:30	6A- 6:30A (EST)	1	1							2	\$1,175.00	\$2,350.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
2.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	6A- 6:30A (EST)			1	1	1				3	\$1,175.00	\$3,525.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
3.0	Normal Line / Spot	11/05/12-11/06/12	4	:30	7A- 8A (EST)	2	2							4	\$1,075.00	\$4,300.00	Charlotte (WSOC)	2X MAX/DAY	10/29/12
4.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	7A- 8A (EST)			2	2	2				6	\$1,075.00	\$6,450.00	Charlotte (WSOC)	2X MAX/DAY	10/29/12
5.0	Normal Line / Spot	11/05/12-11/06/12	4	:30	8A- 9A (EST)	2	2							4	\$975.00	\$3,900.00	Charlotte (WSOC)	2X MAX/DAY	10/29/12
6.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	8A- 9A (EST)			2	2	2				6	\$975.00	\$5,850.00	Charlotte (WSOC)	2X MAX/DAY	10/29/12
7.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	9A- 10A (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
8.0	Normal Line / Spot	10/31/12-11/02/12	5	:30	9A- 10A (EST)			1	1	1				3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
9.0	Normal Line / Spot	10/31/12-11/02/12	5	:30	10A- 11A (EST)			1	1	1				3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
10.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	10A- 11A (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
11.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	11A- 12P (EST)			1	1	1				3	\$675.00	\$2,025.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
12.0	Normal Line / Spot	11/05/12-11/06/12	4	:30	11A- 12P (EST)	1	1							2	\$675.00	\$1,350.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
13.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	12P- 1P (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
14.0	Normal Line / Spot	10/31/12-11/02/12	5	:30	12P- 1P (EST)			1	1	1				3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

American Rambler Productions
138 Conant Street
Beverly, MA 01915

Contract # 339223

Schedule Dates

10/31/12-11/06/12

Advertiser

Mitt Romney for President (5341)

Agency

American Rambler Productions (5998)

Product

Political - Federal Candidate (1067)

Brand

372 (140722)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

KINCAID,STEPHANIE

Phone/Fax

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CPE

372

Account Types

National/Political

Billing Type

Standard

Comments

ROMNEY FOR PRESIDENT

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Charlotte (WSOC)

By Broadcast Month

Nov. 2012

Grand Total:

Spots

97

97

Rate

\$88,425.00

\$88,425.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	1P-2P (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
16.0	Normal Line / Spot	10/31/12-11/02/12	5	:30	1P-2P (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
17.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	5P-5:30P (EST)	2								2	\$1,200.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
18.0	Normal Line / Spot	10/31/12-11/02/12	5	:30	5:30A-6A (EST)				1	1	1			3	\$425.00	\$1,275.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
19.0	Normal Line / Spot	11/04/12-11/04/12	5	:30	7A-8A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
20.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	5P-5:30P (EST)				1	1	1			3	\$1,200.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
21.0	Normal Line / Spot	10/31/12-11/01/12	4	:30	5:30P-6P (EST)				1	1				2	\$1,300.00	\$2,600.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
22.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	5:30P-6P (EST)	2								2	\$1,300.00	\$2,600.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
23.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	6P-6:30P (EST)				1	1	1			3	\$1,500.00	\$4,500.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
24.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	6P-6:30P (EST)	2								2	\$1,500.00	\$3,000.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
25.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	7P-7:30P (EST)	2								2	\$1,600.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
26.0	Normal Line / Spot	10/31/12-11/02/12	3	:30	7P-7:30P (EST)				1	1	1			3	\$1,600.00	\$4,800.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
27.0	Normal Line / Spot	10/31/12-11/02/12	3	:30	7:30P-7:56P (EST)				1	1	1			3	\$1,600.00	\$4,800.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
28.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	7:30P-7:56P (EST)	2								2	\$1,600.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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CPE

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Account Types

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Billing Type

Standard

Comments

ROMNEY FOR PRESIDENT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Charlotte (wsoy)

Spots

Rate

By Broadcast Month

Nov. 2012

Grand Total:

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / Spot	10/31/12-11/02/12	4	:30	11P- 11:35P (EST)				1	1	1			3	\$1,200.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
30.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	11P- 11:35P (EST)	2								2	\$1,200.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
31.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	5:30A- 6A (EST)	1	1							2	\$425.00	\$850.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
32.0	Normal Line / Spot	11/03/12-11/03/12	5	:30	7A- 8A (EST)							2		2	\$325.00	\$650.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
33.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	8A- 9A (EST)							2		2	\$625.00	\$1,250.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
34.0	Normal Line / Spot	11/03/12-11/03/12	5	:30	7P- 7:30P (EST)							1		1	\$450.00	\$450.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
35.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	11:30P- 12A (EST)							1		1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
36.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	8A- 9A (EST)							1		1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
37.0	Normal Line / Spot	11/04/12-11/04/12	5	:30	9A- 10A (EST)							1		1	\$600.00	\$600.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
38.0	Normal Line / Spot	11/04/12-11/04/12	5	:30	12P- 12:30P (EST)							2		2	\$275.00	\$550.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
39.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	6P- 6:30P (EST)							1		1	\$1,350.00	\$1,350.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12
40.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	11P- 11:35P (EST)							1		1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	1X MAX/DAY	10/29/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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OCT28/12 18.51
*** WSOC-TV ***

PROGRAM : NEWS
CON COM1: 1X MAX/DAY

OCT28/12 18.51
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-800A PROGRAM : GMA CON COM1 : 2X MAX/DAY	30	4	\$1,075.00	11/5	11/6	4		M-TU	4
4			700A-800A PROGRAM : GMA CON COM1 : 2X MAX/DAY	30	4	\$1,075.00	10/31	11/2	6		W-F	6
5			800A-900A PROGRAM : GMA CON COM1 : 2X MAX/DAY	30	4	\$975.00	11/5	11/6	4		M-TU	4
6			800A-900A PROGRAM : GMA CON COM1 : 2X MAX/DAY	30	4	\$975.00	10/31	11/2	6		W-F	6
7			900A-1000A PROGRAM : KELLY CON COM1 : 1X MAX/DAY	30	5	\$375.00	11/5	11/6	2		M-TU	2
8			900A-1000A PROGRAM : KELLY CON COM1 : 1X MAX/DAY	30	5	\$375.00	10/31	11/2	3		W-F	3
9			1000A-1100A PROGRAM : DR PHIL CON COM1 : 1X MAX/DAY	30	5	\$375.00	10/31	11/2	3		W-F	3
10			1000A-1100A PROGRAM : DR PHIL CON COM1 : 1X MAX/DAY	30	5	\$375.00	11/5	11/6	2		M-TU	2
11			1100A-1200N PROGRAM : THE VIEW CON COM1 : 1X MAX/DAY	30	4	\$675.00	10/31	11/2	3		W-F	3

REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT28/12 18.51
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
12			1100A-1200N	30	4	\$675.00	11/5	11/6	2		M-TU	2
PROGRAM : THE VIEW												
CON COM1 : 1X MAX/DAY												
13			1200N-100P	30	5	\$375.00	11/5	11/6	2		M-TU	2
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
14			1200N-100P	30	5	\$375.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
15			100P-200P	30	5	\$375.00	11/5	11/6	2		M-TU	2
PROGRAM : THE CHEW												
CON COM1 : 1X MAX/DAY												
16			100P-200P	30	5	\$375.00	10/31	11/2	3		W-F	3
PROGRAM : THE CHEW												
CON COM1 : 1X MAX/DAY												
17			500P-530P	30	4	\$1,200.00	11/5	11/5	2		MON	2
PROGRAM : NEWS												
18			500P-530P	30	4	\$1,200.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
19			530P-600P	30	4	\$1,300.00	10/31	11/1	2		W-TH	2
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
20			530P-600P	30	4	\$1,300.00	11/5	11/5	2		MON	2
PROGRAM : NEWS												
21			600P-630P	30	4	\$1,500.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												

REP HEADLINE# 6399284
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT28/12 18.51
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			600P-630P PROGRAM : NEWS	30	4	\$1,500.00	11/5	11/5	2		MON	2
23			700P-730P PROGRAM : INSIDE EDITION	30	3	\$1,600.00	11/5	11/5	2		MON	2
24			700P-730P PROGRAM : INSIDE EDITION CON COM1 : 1X MAX/DAY	30	3	\$1,600.00	10/31	11/2	3		W-F	3
25			730P-800P PROGRAM : ET CON COM1 : 1X MAX/DAY	30	4	\$1,600.00	10/31	11/2	3		W-F	3
26			730P-800P PROGRAM : ET	30	3	\$1,600.00	11/5	11/5	2		MON	2
27			1100P-1135P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30	4	\$1,200.00	10/31	11/2	3		W-F	3
28			1100P-1135P PROGRAM : NEWS	30	4	\$1,200.00	11/5	11/5	2		MON	2
29			530A-600A PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30	5	\$425.00	10/31	11/2	3		W-F	3
30			530A-600A PROGRAM : NEWS	30	5	\$425.00	11/5	11/6	2		M-TU	2
31			700A-800A PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30	5	\$325.00	11/3	11/3	2		SAT	2
32			800A-900A PROGRAM : GMA SAT	30	4	\$625.00	11/3	11/3	2		SAT	2

REP HEADLINE# 6399284
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT28/12 18.51
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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33			700P-730P	30	5	\$450.00	11/3	11/3	1		SAT	1
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PROGRAM : NEWS

34			1130P-1200M	30	4	\$1,100.00	11/3	11/3	1		SAT	1
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PROGRAM : NEWS

35			700A-800A	30	5	\$300.00	11/4	11/4	1		SUN	1
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PROGRAM : NEWS

36			800A-900A	30	13	\$800.00	11/4	11/4	1		SUN	1
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PROGRAM : GMA SUN

37			900A-1000A	30	5	\$600.00	11/4	11/4	1		SUN	1
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PROGRAM : THIS WEEK

38			1200N-1230P	30	5	\$275.00	11/4	11/4	2		SUN	2
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PROGRAM : NEWS

39			600P-630P	30	4	\$1,350.00	11/4	11/4	1		SUN	1
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PROGRAM : NEWS

40			1100P-1135P	30	4	\$1,300.00	11/4	11/4	1		SUN	1
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PROGRAM : NEWS

NOV/12 88425.00											
CONTRACT TOTAL 88425.00											
TOTAL SPOTS 97											

MARKET TOTALS \$221,087 WSOC 40% WBTV 26% WCNC 23% WCCB 9% WJZY 2% WMYT 0% WAXN 0%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*